

## **6.06.9 OVERHEAD BANNERS ACROSS STREETS**

1. Banner installations shall be limited to events which are of general community interest with the sponsorship of the local Chamber of Commerce, or other appropriate community organizations. Banners that fall within the categories of private advertising and special interest signing are excluded. The Section Head is to be advised of application denials. Examples of unacceptable banners are those advertising commercial enterprises, individual politicians, political parties, ballot measures, political ideology or anything of a political nature, and other noncommunity organizational functions such as bazaars, carnivals, revival meetings, etc.
2. Application for banner encroachment permits must be made a minimum of 10 working days prior to the expected date of issuance and must be accompanied by all the information, certification, approvals, etc., required by these requirements.
3. Banner installations are to be made by professional installers and shall be limited to a 22 day period. They must be removed by 4 p.m. of the last day permitted.
4. The applicant shall have on file with the Department of Public Works a policy of insurance, naming the County as being co-insured, the dollar amount of the policy to be \$500,000 public liability, and \$100,000 property damage.
5. No permits shall be issued for banners on streets where adjacent land use is primarily residential.
6. A permit shall not authorize the installation of more than three banners per block. A permit is not to be issued to place a banner in an adjacent block or the same block for which a permit is already issued to another party.
7. The banner shall be made of cloth composed of vinyl, canvas, or other suitable material. The banner shall be supported by steel cable or equivalent rope.
8. A location sketch and all pertinent details of the installation including material, dimensions, structural details of the object to which the cable or rope is to be connected, attachment details, etc., are to be submitted. Depending on the size of the banner and complexity of connections, the applicant may be required to submit a certification from a registered Civil or Structural Engineer, along with calculations that the total system will function within usual allowable stress limits for a 60 mph wind load.

9. Banners to be supported from facilities owned or controlled by someone other than the permittee, require the written permission of such person or entity.
10. The banner shall be at a minimum height of 18 feet above the highest section of the road between the supports. Banners shall be installed so as not to obstruct traffic signs or warning devices such as, but not limited to street name, parking limitation, speed limit, school, directional or route designation. Banners may not be placed within 50 feet of a street intersection or within 50 feet of any mid-block pedestrian crosswalk. Banners are to be installed so as not to interfere with street light maintenance activities.
11. On two lane roads with a painted centerline, the banner is to be placed such that the centerline of the banner matches the centerline of the road. For roads with lanes which are separated by a median, the center of the banner shall match the centerline of the traveled lanes in one direction.
12. It shall be the responsibility of the permittee to monitor the condition of his banners and to make any adjustments to guarantee the safety of the traveling public.
13. Removal of banners may be ordered by the Department of Public Works for any of the following reasons:
  - a. Damage or potential damage to County owned property.
  - b. Permit has expired.
  - c. No permit was issued for the installations.
  - d. Condition of banner, as appraised by the Department of Public Works.

If removal of the flag or pennant is not completed within four hours of notification, removal will be made by Public Works forces and the permittee will be billed for work performed.

14. Unless otherwise stated on the permit, the installation or removal of banners shall not take place between the hours of 7 a.m. and 9 a.m., 4 p.m. and 6 p.m or during the hours of darkness, Monday through Friday. Banners shall not be installed or removed during rainy or foggy days or on Saturdays or Sundays.
15. Each banner installation shall be subject to inspection while the banner is being installed, during the period the banner is in place, and to ensure the banner has been removed at the termination of the permit period. A \$100 inspection deposit will be required for each permit.

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